

# Building Public Awareness about Geographic Literacy



**My Wonderful World.org**

A National Geographic-led campaign



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# National Geographic's Reach: 330 million worldwide



# The Mission:

*Inspiring people to care about the planet.*



- Research
- Conservation
- Exploration
- Education and Outreach



**Education Mission:** *To motivate and enable each new generation to become geographically literate*



- Resources
- Programs
- State Geography Alliances
- Public Policy
- Public Engagement



# Geographic knowledge and understanding is critical in the 21<sup>st</sup> century

- People and cultures
- Commerce and industry
- Environments and ecosystems
- Populations and migration



**Sadly, young people are not getting enough  
geography.**



World

# My Wonderful World Campaign Overview

- Goal: To improve the geographic literacy of young people, ages 8-17, by motivating parents and educators to expand geographic offerings at home, at school, and in communities.
- Launched May 2006
- Target Audiences:
  - Primary: Activist Parents
  - Secondary: Educators, Kids/Teens
  - Tertiary: Policymakers





## Campaign Objectives

- Show parents how to help their children learn about the world
- Increase the geographic offerings in the schools and the resources available to them
- Increase the number of students who take geography-related courses and engage in related activities at school
- Increase the number of community organizations that engage young people in geography-related activities

## Educators: Ten Ways to Give Students the World

1. Show students that geography is everywhere.
2. Bring it up with school leaders and parents.
3. Find global connections in the community.
4. Explore the planet using technology.
5. Make geography part of every subject.
6. Make geography extracurricular.
7. Connect students with people from other countries and cultures.
8. Help students envision their global futures.
9. Go there! Travel abroad.
10. Sign up for the My Wonderful World e-newsletter, and help spread the word.



*everychild.onevoice.*



# Public Engagement: My Wonderful World

**My Wonderful World**  
A National Geographic-led campaign

2006-07  
**Celebrate Africa**  
A five-year journey around the world

Join us in helping kids and teens learn all they can about our wonderful world.  
**Give our kids the power of global knowledge.**

**48%** of young Americans believe the majority population in India is Muslim. (It's Hindu—by a landslide.)  
Source: National Geographic-Roper Survey

**FOR PARENTS** **FOR EDUCATORS** **FOR KIDS & TEENS**

**ABOUT MY WONDERFUL WORLD**  
GET INVOLVED  
TEST YOUR GLOBAL IQ  
GAMES & COOL STUFF  
SEE OUR ADS  
SPREAD THE WORD  
NOTIFY YOUR LAWMAKERS

**BLOG: NEWS & NOTES**  
► [Send a Geo-Greeting](#)  
► [Test Your Africa IQ With Our Google Earth Quiz](#)  
► [More News and Notes](#)

**Press Releases**  
► [Geography Literacy Survey](#)  
► [My Wonderful World Campaign](#)

**National Geographic-Roper Survey**  
See how young Americans measure up in geographic literacy, then test your own global IQ.

**Get Involved!** \* Required  
First Name \*  
Last Name \*  
Email Address \*  
Zip \* Your Age \*  
**Sign Me Up!**  
[Tell me more](#)

**Maps: Tools for Adventure** **Games and Resources**



# My Wonderful World Newsletter



## MARCH 2007 NEWSLETTER

### MY WONDERFUL WORLD ON TV AND RADIO



Have you seen—or heard—the My Wonderful World public service announcement (PSA) on your local TV or radio station? As you may know, stations donate time to play PSAs about important causes and

campaigns, and we're thrilled that the My Wonderful World spot has aired on many stations across the United States. It's one of the ways we're hoping to raise awareness among all Americans that global knowledge is more important than ever.

Haven't seen the PSA or want to see it again? [It's online here](#). Make sure your friends, family, and teachers have seen it! Forward the link (or this newsletter) and help us spread the word about the importance of global knowledge.

### CAMPAIGN UPDATE

We're nearing an important milestone: Almost 50,000 of you—concerned parents, educators, and others—have joined My Wonderful World in support of geography education. Help us reach that number—[Ask your friends, coworkers, and others to join us today](#).

### HOW DO YOU STACK UP?

Test your Global IQ with questions from our last survey of geographic literacy—and see how you stack up.



➔ GO



### FOR PARENTS

Parents, do some [fun geography activities](#) with your kids this Spring Break. Here's a list with dozens of ideas.



### FOR EDUCATORS

Mark [World Water Day](#) on March 22 with MTV's online "[Diary of Jay-Z in Africa: Water for Life](#)" (with lesson) and learn how your



### FOR KIDS & TEENS

Kids: Can you find the animal hidden in its habitat? Play "[Where's the Animal?](#)"

## **How GLOBE Leaders and My Wonderful World can build awareness together:**

- Talk about the My Wonderful World Campaign and GLOBE's participation with your networks
- Go to [MyWonderfulWorld.org](http://MyWonderfulWorld.org) and sign up, and ask educators and parents to do the same
- U.S.: Connect with State Geographic Alliances for resources and opportunities to collaborate locally
- Send links for GLOBE and other program offerings to My Wonderful World, to be promoted through our newsletter and Alliances

**Help give kids the power of global knowledge!**



*[nationalgeographic.com/education](http://nationalgeographic.com/education)*

*[MyWonderfulWorld.org](http://MyWonderfulWorld.org)*